

CULTURAL AFFAIRS (17)

AGENCY PLAN, MISSION, GOALS AND BUDGET SUMMARY

AGENCY MISSION:

The Cultural Affairs Department advocates, coordinates and implements policies and programs that strengthen and promote the arts and cultural life in the City of Detroit. Cultural Affairs facilitates development of expanded activity in all areas of arts and culture, including both the profit and non-profit sectors, for the benefit of those who visit, work and live in the city of Detroit.

AGENCY GOALS:

1. Improve the viability of the cultural arts industry in the City of Detroit.
2. Act as a clearinghouse for arts and cultural affairs activities for the City of Detroit and as a resource and information center for cultural organizations, funding sources and the public.
3. Increase public participation in and accessibility to the cultural arts for the citizens of Detroit.
4. Seek creative ways of making arts education programs available to Detroit's youth and senior citizens and promote arts training for artists of all ages.

AGENCY FINANCIAL SUMMARY:

2002-03 Requested		2001-02 Budget	2002-03 Recommended	Increase (Decrease)
\$ 641,751	City Appropriations	\$ 675,686	\$ 650,228	\$ (25,458)
<u>434,712</u>	Grant Appropriations	<u>391,135</u>	<u>487,212</u>	<u>96,077</u>
\$ 1,076,463	Total Appropriations	\$ 1,066,821	\$ 1,137,440	\$ 70,619
\$ 18,850	City Revenues	\$ 20,000	\$ 18,850	\$ (1,150)
<u>434,712</u>	Grant Revenues	<u>391,135</u>	<u>487,212</u>	<u>96,077</u>
\$ 453,562	Total Revenues	\$ 411,135	\$ 506,062	\$ 94,927
\$ 622,901	NET TAX COST:	\$ 655,686	<u>\$ 631,378</u>	\$ (24,308)

AGENCY EMPLOYEE STATISTICS:

2002-03 Requested		2001-02 Budget	04-01-02 Actual	2002-03 Recommended	Increase (Decrease)
5	City Positions	5	5	5	0
5	Total Positions	5	5	5	0

ACTIVITIES IN THIS AGENCY:

	2001-02 Budget	2002-03 Recommended	Increase (Decrease)
Cultural Affairs	\$1,066,821	\$1,137,440	\$ 70,619

CULTURAL AFFAIRS (17)

CULTURAL AFFAIRS ACTIVITY INFORMATION

ACTIVITY DESCRIPTION: CULTURAL AFFAIRS

The Cultural Affairs Department advocates, coordinates and implements policies and programs that strengthen and promote the arts and cultural life in the City of Detroit. Cultural Affairs facilitates development of expanded activity in all areas of arts and culture, including both the profit and non-profit sectors, for the benefit of those who visit, work and live in the city of Detroit.

GOALS AND OBJECTIVES

1. Improve the viability of the cultural arts industry in the City of Detroit.
 - Promote Detroit's artistic and cultural institutions and programs as a matter of public policy.
 - Promote and market Detroit's cultural assets to advance Detroit as a tourist destination.
 - Increase Detroit's role as a major film center.
 - Promote Detroit's architectural heritage as a resource and an asset.
 - Increase funding for cultural organizations and programs by identifying and securing grants from non traditional and non-city sources.
 - Provide technical assistance to non-profit arts and cultural agencies and artists.
2. Act as a clearinghouse for arts and cultural activities for the City of Detroit and as a resource and information center for cultural organizations, funding sources and the public.
 - Create and manage a database of information on artists and cultural entities.
 - Publish, in print or electronically, a cultural events calendar.
 - Act as a catalyst in bringing together individuals from the arts and cultural, corporate, and foundation communities who support the purpose of advancing objectives that benefit artists and cultural organizations.
3. Increase public participation in and accessibility to the cultural arts for residents of Detroit.
 - Facilitate the creation of a weekly prime time television program that focuses exclusively on arts and cultural events happening in metropolitan Detroit.
 - Act as a catalyst for better and consistent media coverage of cultural events.
 - Create and have published a location map of arts and cultural institutions.
 - Identify and implement ways of making arts and cultural institutions and programs accessible to all city residents.
4. Seek creative ways of making arts education programs available to Detroit's youth and senior citizens, and promote arts training for artists of all ages.
 - Seek ways to make parents and educators aware of the value and importance of the arts in a child's education.
 - Support and promote arts education programs initiated and/or sponsored by civic, corporate, community and arts organizations.
 - Collaborate with other city departments to maximize the capability of each department to provide the best arts and cultural programming possible for Detroit's youth and senior citizens.
 - Foster the growth of pre-professional and professional training in the disciplines of theater, dance, vocal and instrumental music.

MAJOR INITIATIVES/PLANNING FOR THE FUTURE:

In May 1998 the Cultural Affairs Department published the *Detroit Cultural Plan* that provides the basis for all current and future programs of the department. The department's goals and objectives drive the Cultural Plan. The numerous strategies and recommended actions were created to assist the department in implementing the objectives. The department's major initiatives for 2002/03 are derived from the *Detroit Cultural Plan*.

The Cultural Connection program that was launched in June 1998 transports senior citizens, youth ages 5-18 and public housing residents will continue. In fiscal year 2000/2001, the program transported 61,500 residents to cultural institutions where they experienced educational and cultural programs, such as hands-on workshops, special concerts, computer learning, participatory lectures on exhibits and much more. This outreach educational program will continue in fiscal year 2002/2003 and we hope to transport 18,000 youth and senior citizens, 1,500 more than last year. All funds to operate this program are raised from the local corporate and foundation community.

CULTURAL AFFAIRS (17)

The 18th annual *Winter Gallery Crawl* will be held on December 7, 2002. With corporate sponsorship and Gallery Crawl button sales, the department will generate sufficient funds to sponsor this not-for-profit event with 1,500 people in attendance. The Gallery Crawl is an important event because it brings new people to the greater downtown Detroit area, gets them into galleries where they support the small entrepreneurs and artists by purchasing works of art. This event contributes significantly to Detroit's economy and it creates a positive image of the city. We want to continue to grow this event because the more people who participate in the Gallery Crawl and travel from gallery to gallery via buses the more they will see and understand that Detroit has many wonderful galleries, shops and historical buildings and places to visit.

In 2001 the department had 25,000 copies of the second edition of the *Detroit Cultural Map* published and they will be distributed to all major bookstores in the greater Detroit area, such as Barnes & Noble, Borders, etc. making them accessible to thousands of people. The Detroit Cultural Map is a city street map that identifies the location of every city park, gallery, museum, recreation center, performance venue and theater, jazz and blues clubs, bookstores and public libraries, historic churches and more. Both residents and visitors will have a greater opportunity to locate, visit and appreciate these city assets as a result of the Detroit Cultural Map.

The Cultural Affairs Department believes that Detroit is poised to become a world class city by the end of this decade. We believe that Detroit's cultural institutions and programs are playing a major role in making this happen and we want to ensure that our cultural institutions and artists are positioned to benefit. Toward that end, we have created a *database* of cultural organizations and artists and a *website* with links to them that provide a plethora of information about these institutions and individuals that can be easily accessed on the Internet. By logging onto the City of Detroit Cultural Affairs Department, an Internet visitor can learn very quickly about the tremendous arts and cultural assets that the city has to offer.

The *CityArts* and *Mini Grant Programs* are significantly important for neighborhood stabilization. The five percent cut departments were told to make in their fiscal year 2001/2002 and 2002/2003 budgets has reduced the city's contribution to the CityArts Grant program from \$100,000 to \$50,000 from the private sector, which we will make every attempt to do. These two grant programs provide funding to many of Detroit's small and midsize arts and cultural organizations for program they are conducting in our schools and neighborhoods. The programs these funds help to implement are making a difference in the lives of thousands of Detroit families, especially those in underserved communities.

For the past three years \$50,000 of CityArts grants have been awarded to arts education programs that are building enthusiastic, educated audiences for the future, and contributing to the economic, educational and social fabric of Detroit's neighborhoods.

The department has applied to the Michigan Council for Arts and Cultural Affairs for a \$100,000 Cities, Townships and Villages capital improvement grant for Detroit's historic Redford Theatre. Normally we would know by now if the annual CTV grant was to be awarded, but the decision will not be made until December 15, 2002. The grant will be used to upgrade and restore portions of this neighborhood theater, the last in Detroit. In the immediate vicinity of the theater there is a storefront retail area, two elementary schools, a middle school, high school, police station, library, senior citizen high-rise and two social service agencies. Upgrading the theater will contribute significantly to improving the neighborhood.

One of the most important undertakings the Cultural Affairs Department will continue in fiscal year 2002/2003 is the *Artspace* project we began in January 2001. A survey of 8,500 nonprofit organizations and artists throughout Michigan shows us that a minimum of 100 visual, performing and literary artists are interested in owning live/work spaces in downtown Detroit and at least 10 nonprofit arts organizations would like to have office, rehearsal and performance space in a downtown building. The Cultural Affairs Department has contracted with a planning firm in Minneapolis and the Greater Downtown Partnership to do a feasibility study of two or more buildings that could serve as the *Artspace* for artists and organizations. Such a space will be a great physical attraction for the city and will get one or more large downtown buildings back on the tax roles.

CULTURAL AFFAIRS (17)

The ***Detroit Film Office*** moved from the Mayor's Office to the Cultural Affairs Department in August 1998. For the past three years the Director and the Executive Secretary managed the film office and responded to an average of five film/TV/photo inquiries weekly. In fiscal year 2001/2002 three major films will be filmed totally or partially in the City of Detroit, generating millions of dollars in revenue for the city. For example, the *Untitled Detroit Project* by Universal Studios will generate \$7 to \$9 million for the local economy. The department should have a full-time staff person designated to manage the film office. If we are to maximize the potential for filmmaking in Detroit, a dedicated person must be hired to handle the increasing numbers of inquiries that come to the Film Office in direct relationship to the positive media coverage that Detroit receives nationally.

CULTURAL AFFAIRS (17)

CULTURAL AFFAIRS MEASURES AND TARGETS

Goals: Measures	1999-00 Actual	2000-01 Actual	2001-02 Projection	2002-03 Target
Improve the viability of the cultural arts industry in the City of Detroit:				
Amount of new non-City funding secured	\$469,683*	\$265,000	\$293,600	\$421,462
Number of artists and cultural organizations served with technical assistance	715	800	600	700
Number of people attending annual gallery crawl	1,200	650	1,045	1,500
Increase City Arts Grant Program support to local arts and cultural groups	\$150,000	150,000	150,000	150,000
MiniGrant Program support to Wayne County organizations	\$74,800	149,600	149,600	149,600
Respond to film industry related inquiries	102	150	175	170
Act as a clearinghouse for cultural affairs activities and as a resource center for cultural organizations, funding sources and the public:				
Create a database of Detroit area artists /arts and cultural organizations (# of entries)	1,640	2,080	3,096	3,500
Link CAD web site to artists and organizations web sites	10	30	40	50
Increase public participation in and accessibility to the cultural arts for the citizens of Detroit:				
Number of media interviews given regarding the arts	48	67	70	60
Number of cultural institution location maps printed for distribution	25,000	25,000	25,000	0
Number of citizens transported in the Culture Connection Program	15,000	15,500	16,500	17,000
Seek creative ways of making arts education programs available to Detroit's youth and senior citizens and promote arts training for artists of all ages:				
No. of CityArts Grant proposals received & \$s given to projects for youth & seniors	\$60,000-14 orgs	\$60,000-27 orgs	\$50,000-27 orgs	\$50,000-27 orgs
No. of young people who participated in pre-professional/professional dance, music, theater training.	5	6	6	6
Activity Costs	\$780,155	\$1,033,492	\$1,066,821	\$1,137,440

*Note: \$285,000 of this amount was raised to pay for the design, fabrication and installation of the "Millennium Bell" public sculpture, all through the Detroit Economic Growth Association, a 501(c)(3) nonprofit organization.

* Figure does not include a cost for the MiniGrant Program, which cannot be projected at this time.

**The reduction in numbers of Culture Connection riders is traced directly to the Detroit Public Schools strike. In September-October 1998, 658 and 1,745 students respectively rode the Culture Connection buses. In September 1999, no students rode the buses and in October only 666 did, down 1,737 student riders in 1998. We assume that many teachers never received the brochure that was mailed to all principals in early August.

**CITY OF DETROIT
CULTURAL AFFAIRS**

Financial Detail by Appropriation and Organization

Cultural Affairs Administration	2001-02 Redbook		2002-03 Dept Final Request		2002-03 Mayor's Budget Rec	
	FTE	AMOUNT	FTE	AMOUNT	FTE	AMOUNT
<i>APPROPRIATION ORGANIZATION</i>						
00934 - Cultural Affairs Administration						
170010 - Cultural Affairs Administration	5	\$575,686	5	\$572,901	5	\$581,378
170030 - Gallery Crawl	0	\$20,000	0	\$18,850	0	\$18,850
APPROPRIATION TOTAL	5	\$595,686	5	\$591,751	5	\$600,228
05806 - City Arts Program 97-98						
170040 - City Arts Program	0	\$80,000	0	\$150,000	0	\$150,000
APPROPRIATION TOTAL	0	\$80,000	0	\$150,000	0	\$150,000
06394 - Grant Contributions - Cash						
170020 - Cultural Affairs Grants	0	\$80,000	0	\$50,000	0	\$50,000
APPROPRIATION TOTAL	0	\$80,000	0	\$50,000	0	\$50,000
06581 - Cultural Access Program						
170100 - Culture Connection	0	\$87,235	0	\$88,712	0	\$88,712
APPROPRIATION TOTAL	0	\$87,235	0	\$88,712	0	\$88,712
07237 - Opera/Theater Apprenticeship						
170190 - Opera Theater Apprenticeship Program	0	\$10,000	0	\$0	0	\$0
APPROPRIATION TOTAL	0	\$10,000	0	\$0	0	\$0
10092 - Mini Grant						
170200 - Mini Grant	0	\$149,600	0	\$142,700	0	\$142,700
APPROPRIATION TOTAL	0	\$149,600	0	\$142,700	0	\$142,700
10093 - Mini Grant Administration						
170300 - Mini Grant Administration	0	\$29,900	0	\$28,500	0	\$28,500
APPROPRIATION TOTAL	0	\$29,900	0	\$28,500	0	\$28,500
10094 - Technical Assistance						
170400 - Technical Assistance	0	\$34,400	0	\$24,800	0	\$24,800
APPROPRIATION TOTAL	0	\$34,400	0	\$24,800	0	\$24,800

**CITY OF DETROIT
CULTURAL AFFAIRS**

Financial Detail by Appropriation and Organization

CTV Award/Redford Theater	2001-02 Redbook		2002-03 Dept Final Request		2002-03 Mayor's Budget Rec	
	FTE	AMOUNT	FTE	AMOUNT	FTE	AMOUNT
<hr/>						
<i>APPROPRIATION</i>						
<i>ORGANIZATION</i>						
10823 - CTV Award/Redford Theater						
170700 - CTV Award/Redford Theater	0	\$0	0	\$0	0	\$52,500
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
APPROPRIATION TOTAL	0	\$0	0	\$0	0	\$52,500
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ACTIVITY TOTAL	5	\$1,066,821	5	\$1,076,463	5	\$1,137,440

CITY OF DETROIT
Budget Development for FY 2002 - 2003
Appropriations - Summary Objects

	2001-02 Redbook	2002-03 Dept Final Request	2002-03 Mayor's Budget Rec
AC0517 - Cultural Affairs			
<i>A17000 - Cultural Affairs Department</i>			
SALWAGESL - Salary & Wages	291,924	308,810	308,329
EMPBENESL - Employee Benefi	145,689	166,233	157,213
PROFSVCSL - Professional/Con	66,000	46,000	46,000
OPERSUPSL - Operating Suppli	10,500	10,500	10,500
OPERSVCSL - Operating Servic	460,907	493,270	563,748
OTHEXPSSL - Other Expenses	91,800	51,650	51,650
<i>A17000 - Cultural Affairs Department</i>	<i>1,066,821</i>	<i>1,076,463</i>	<i>1,137,440</i>
AC0517 - Cultural Affairs	1,066,821	1,076,463	1,137,440
Grand Total	1,066,821	1,076,463	1,137,440

CITY OF DETROIT
Budget Development for FY 2002 - 2003
Appropriation Summary - Revenues

	2000-01 Actuals	2001-02 Redbook	2002-03 Dept Final Request	2002-03 Mayor's Budget Rec	Variance
A17000 - Cultural Affairs Department					
00934 - Cultural Affairs Administration					
432330 - Grants-Other	16,152	10,000	10,000	10,000	0
447410 - Transportation Rev-Ch	0	10,000	8,850	8,850	(1,150)
00934 - Cultural Affairs Administration	16,152	20,000	18,850	18,850	(1,150)
05114 - Mini Grant - Administration					
432330 - Grants-Other	7,800	0	0	0	0
05114 - Mini Grant - Administration	7,800	0	0	0	0
05115 - Mini Grant					
432330 - Grants-Other	27,470	0	0	0	0
05115 - Mini Grant	27,470	0	0	0	0
05806 - City Arts Program 97-98					
432330 - Grants-Other	50,000	0	100,000	100,000	100,000
521100 - Grant Contributions-Ca	0	80,000	50,000	50,000	(30,000)
05806 - City Arts Program 97-98	50,000	80,000	150,000	150,000	70,000
06313 - Technical Assistance Program					
432100 - Grants-Public Works	12,400	0	0	0	0
06313 - Technical Assistance Program	12,400	0	0	0	0
06581 - Cultural Access Program					
432330 - Grants-Other	69,047	72,235	75,000	75,000	2,765
448115 - Other Fees	0	15,000	13,712	13,712	(1,288)
06581 - Cultural Access Program	69,047	87,235	88,712	88,712	1,477
07237 - Opera/Theater Apprenticeship					
432330 - Grants-Other	6,135	10,000	0	0	(10,000)
07237 - Opera/Theater Apprenticeship	6,135	10,000	0	0	(10,000)
10092 - Mini Grant					
432100 - Grants-Public Works	110,162	0	0	0	0
432350 - Grants-Other-State	0	149,600	142,700	142,700	(6,900)
10092 - Mini Grant	110,162	149,600	142,700	142,700	(6,900)
10093 - Mini Grant Adminstration					
432350 - Grants-Other-State	0	29,900	28,500	28,500	(1,400)
10093 - Mini Grant Adminstration	0	29,900	28,500	28,500	(1,400)
10094 - Technical Assistance					
432100 - Grants-Public Works	22,400	0	0	0	0
432350 - Grants-Other-State	0	34,400	24,800	24,800	(9,600)
10094 - Technical Assistance	22,400	34,400	24,800	24,800	(9,600)

CITY OF DETROIT
Budget Development for FY 2002 - 2003
Appropriation Summary - Revenues

	2000-01 Actuals	2001-02 Redbook	2002-03 Dept Final Request	2002-03 Mayor's Budget Rec	Variance
A17000 - Cultural Affairs Department					
<i>10606 - The Arts and Economic Prosperity Proje</i>					
432100 - Grants-Public Works	10,000	0	0	0	0
<i>10606 - The Arts and Economic Prosp</i>	<i>10,000</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>10823 - CTV Award/Redford Theater</i>					
432350 - Grants-Other-State	0	0	0	52,500	52,500
<i>10823 - CTV Award/Redford Theater</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>52,500</i>	<i>52,500</i>
A17000 - Cultural Affairs Department	331,566	411,135	453,562	506,062	94,927
Grand Total	331,566	411,135	453,562	506,062	94,927

CITY OF DETROIT
MAYOR'S 2002/2003 RECOMMENDED BUDGET

Cultural Affairs Department

Appropriation	REDBOOK FY	DEPT REQUEST	MAYORS FY
Organization	2001 2002 FTE	FY 2002 2003 FTE	2002 2003 FTE
Classification			
00934 - Cultural Affairs Administration			
170010 - Cultural Affairs Administration			
Director - Cultural Affairs	1	1	1
Admin Asst GD II-Cultural Aff	1	1	1
Manager I - Cultural Affairs	1	1	1
Sr Promotional Activities Asst	1	1	1
Executive Secretary II	1	1	1
Total Cultural Affairs Administration	5	5	5
Total Cultural Affairs Administration	5	5	5
Agency Total	5	5	5